

4/1955 Phone, Write or Wire

nm **Zappettini Co.**

San Francisco

160 Fifth St. Garfield 1 8252

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DECORATIVE GREENS FROM NORTHERN CALIFORNIA!



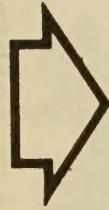
In the past few years, DECORATIVE GREENS, have become more than an important item in the florist's inventory, because of their many uses and long-lasting quality.

The demand for NORTHERN CALIFORNIA DECORATIVE GREENS, has been constantly increasing, because California Greens are as a result of favorable climate superior in quality, rich in color and extremely sturdy and long-lasting.

The purpose of this brochure is to show the various top selling varieties, sizes and shades of greens that are being used by the florists of America.

Most of the greens you are about to see are grown on our nursery. Although we grow and ship many more varieties than shown this is but a preview of the most popular selling ones and the first in a series of brochures on greens.





Magnolia Leaves

Large firm foliage



LARGE LEAVES: 6 inches in length, 3 to $3\frac{1}{2}$ inches in width. Firm leaves.
COLOR: medium green, back of leaf green and brown.

AVERAGE BRANCH LENGTH: 40 inches at times even longer.

AVERAGE WEIGHT OF BUNCH: $5\frac{1}{2}$ to 6 pounds.

SEASON: all year round except for June and July when in growing stage.

FOLIAGE SECTION



English Laurel



**Medium large
firm leaves**



SIZE OF LEAVES: $5\frac{1}{2}$ inches in length, $2\frac{1}{2}$ inches in width. Firm pointed leaves.

COLOR: glossy allegro-green; back of leaf is light green-white.

AVERAGE BRANCH LENGTH: 36 inches.

AVERAGE WEIGHT PER BUNCH: 4 lbs.



Camellia Foliage

Medium firm foliage

- SIZE OF LEAVES: oblong curved leaves 3 inches in length, 2 inches in width.
- COLOR: light green with gloss.
- AVERAGE BRANCH LENGTH: 24 to 30 inches.
- AVERAGE BUNCH WEIGHT: 2 lbs.
- SEASON: winter.

Euonymous
Dual
Colored
Foliage



● LENGTH OF LEAVES: small narrow leaf 2 inches in length, 1 inch in width.

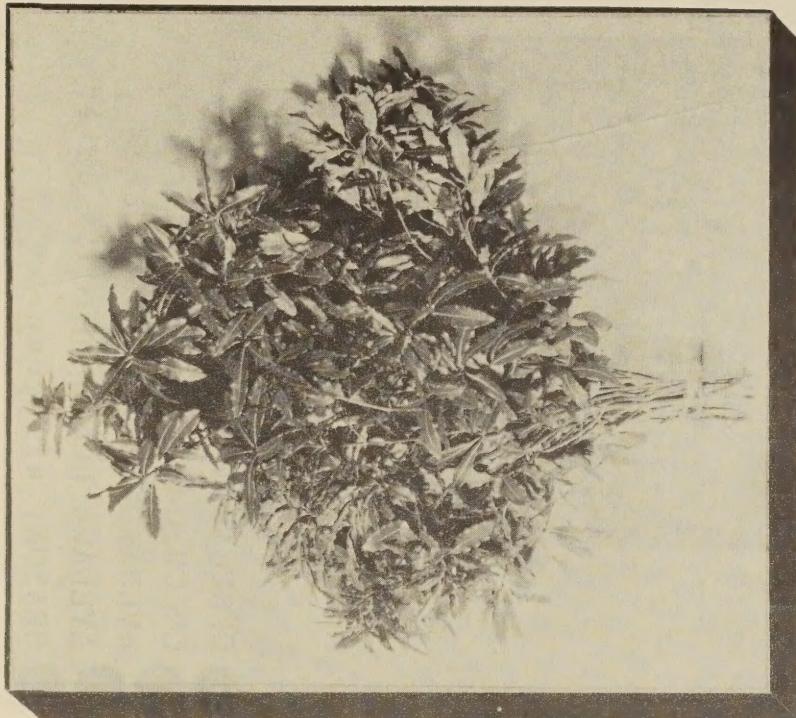
● COLOR: variegated green and yellow.

● AVERAGE BRANCH LENGTH: 24 to 30 inches.

● AVERAGE BUNCH WEIGHT: 2½ lbs.

● SEASON: all year.





Pittosporum

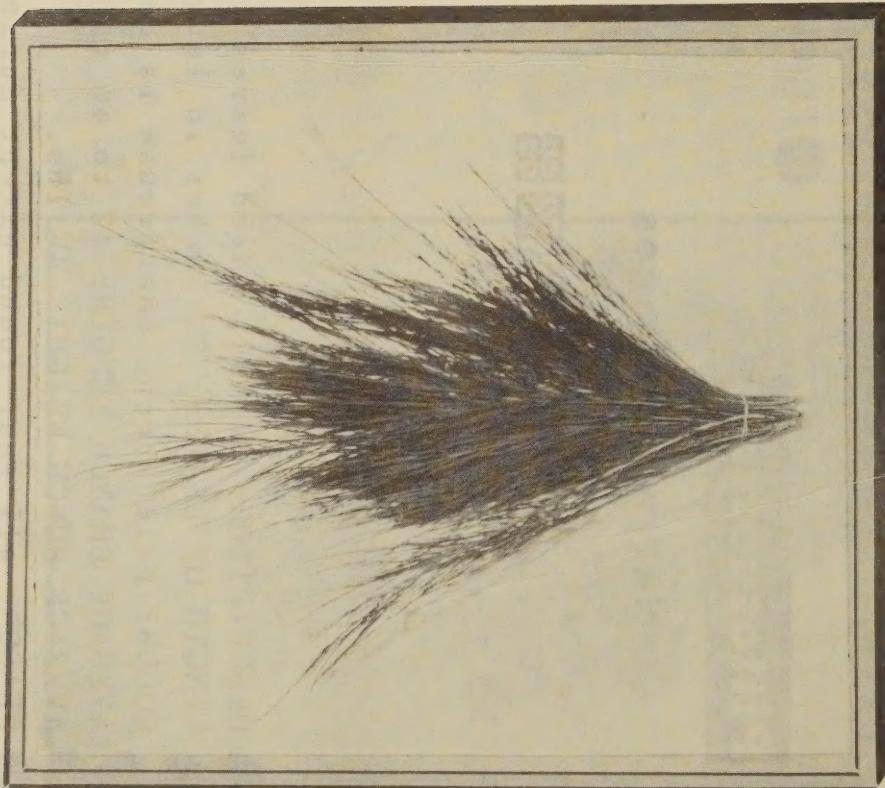
Narrow Foliages



- DESCRIPTION: crinkly edged leaves long and narrow.
- LENGTH OF LEAVES: $3\frac{1}{2}$ inches in length 1 inch in width.
- COLOR: pale green, chartreuse is color of the back of leaf.
- AVERAGE BRANCH LENGTH: 42 to 46 inches.
- AVERAGE BUNCH WEIGHT: $4\frac{1}{2}$ lbs.
- SEASON: all year round except during the months of June and July.

Scotch Broom

- DESCRIPTION: needle thick, very narrow.
- COLOR: deep forest green.
- AVERAGE LENGTH: 40 inches.
- AVERAGE BUNCH WEIGHT: $2\frac{1}{2}$ lbs.
- SEASON: all year.





Woodwardia



Large Ferns



DESCRIPTION: giant sword-like leaves, very gentle yet firm.

AVERAGE LENGTH OF LEAVES: 6 inches long by 2 inches wide

COLOR: rich green.

LENGTH OF FRONDS: 50 to 56 inches.

NUMBER OF FRONDS IN BUNCH: 100

AVERAGE WEIGHT OF BUNCH: 10 lbs.

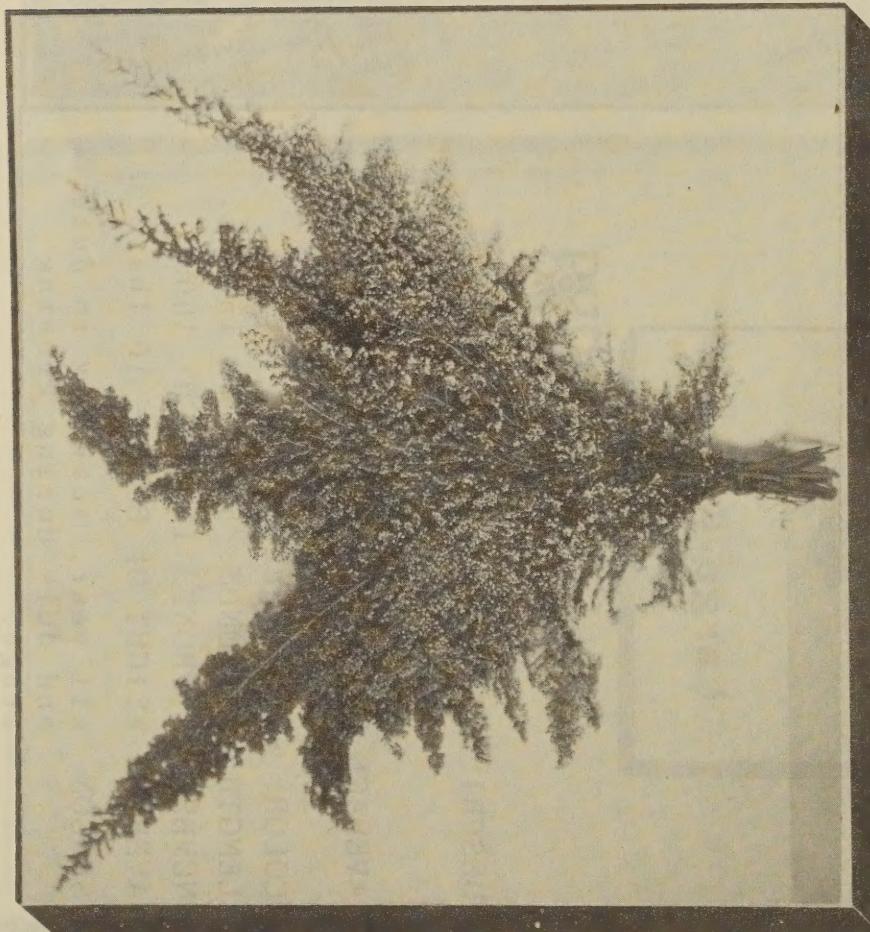
SEASON: all year, scarcity in June and July during growing stage.



Melanthera



Heather



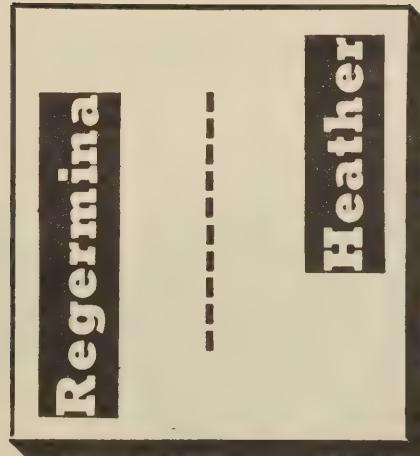
DESCRIPTION: bell-like blooms from bottom of branch to tips; bushy.

COLOR: pinkish red bells, small green needles.

AVERAGE WEIGHT OF BUNCH: 1½ lbs.

AVERAGE BRANCH LENGTH: 24 to 30 inches.

SEASON: November through March.



- DESCRIPTION: small miniature bells on long tips.
- COLOR: pink, red, dark pink, on green tips.
- AVERAGE LENGTH OF BRANCH: 16 to 24 inches.
- AVERAGE WEIGHT OF BUNCH: $\frac{3}{4}$ lb.
- SEASON: October through March.

HEATHER SECTION

French

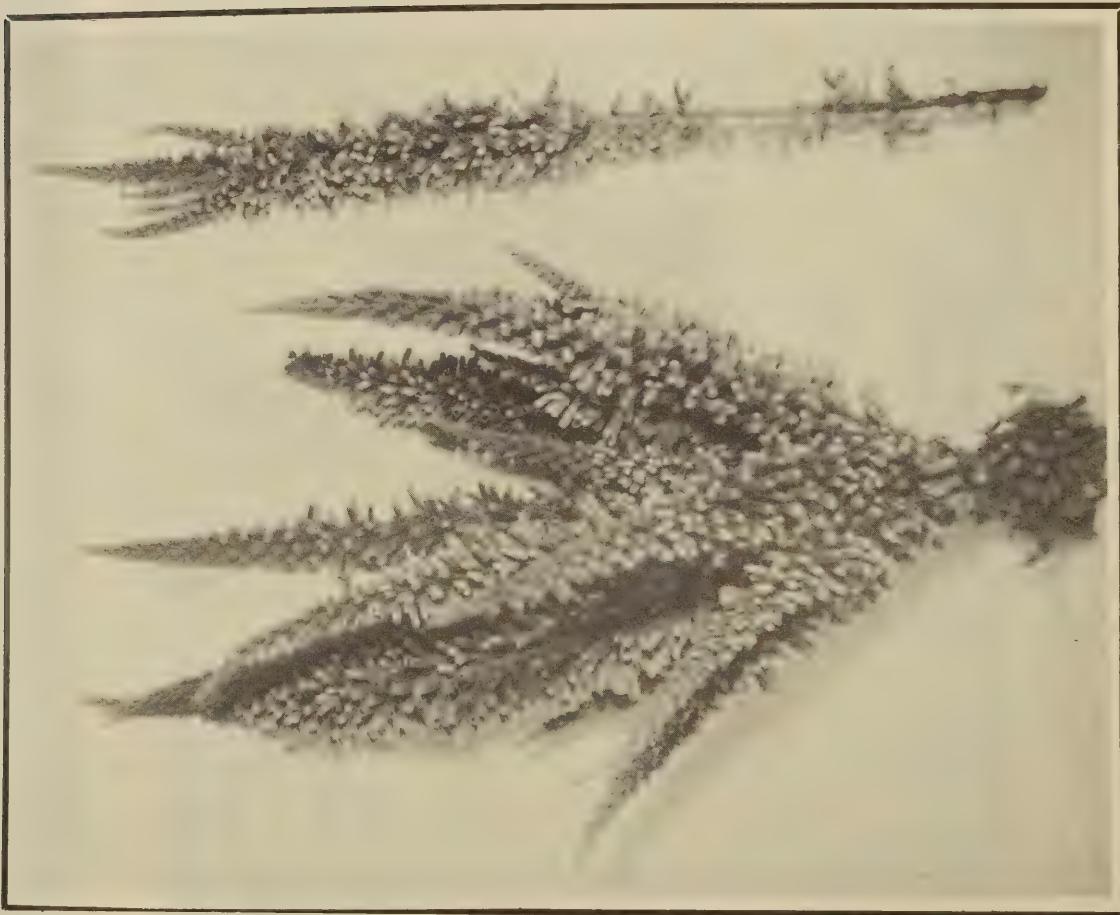
Heather

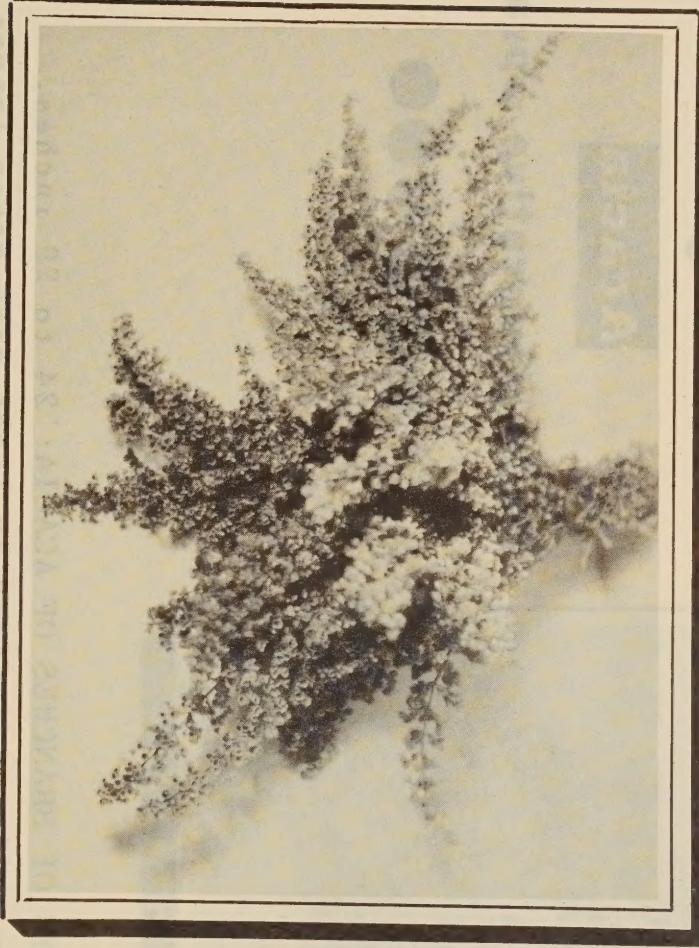
COLOR: watermelon red or orange with clusters of green-needles.

AVERAGE LENGTH: 22 to 26 inches.

AVERAGE WEIGHT: 1½ lbs.

SEASON: December to February.





Orchid Bell

Heather



DESCRIPTION: short, with soft orchid colored bells slightly open.

BRANCH LENGTH: 14 to 16 inches.

AVERAGE WEIGHT: 8 to 10 ounces per bunch.

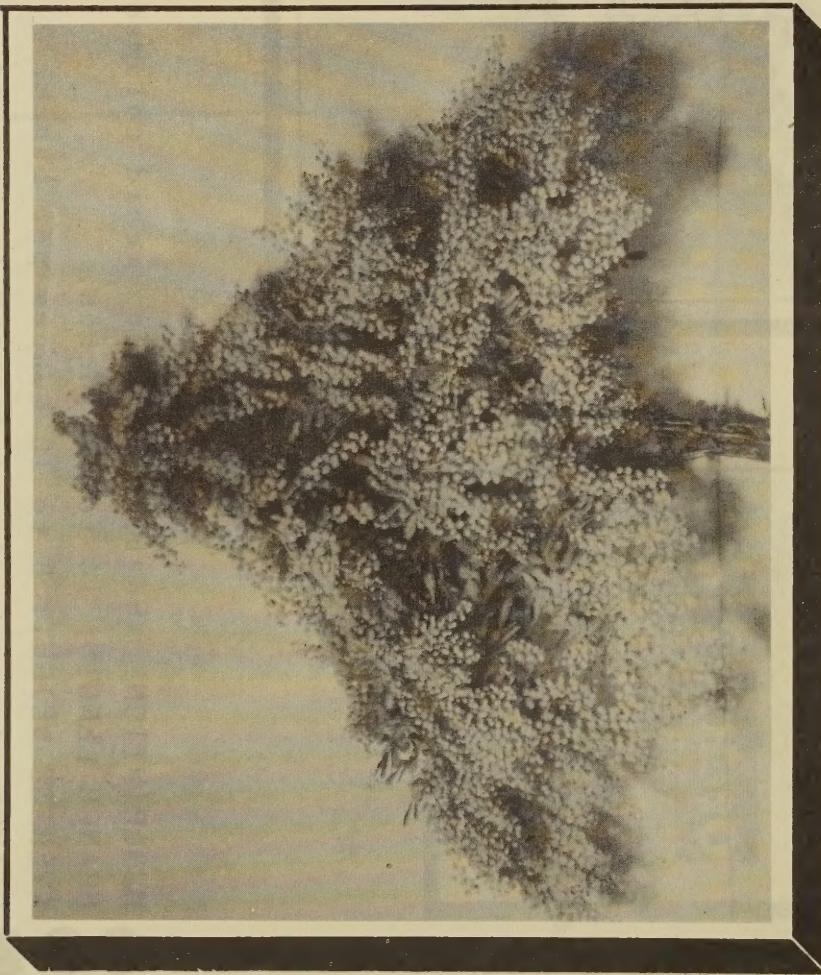
SEASON: from middle of January to the end of March.





Acacia

Gally decorative sprays



- AVERAGE LENGTH OF CUT SPRAYS OF BRANCHES OF ACACIA: 24 to 28 inches.
- COLOR: fluffy yellow-golden balls surrounded by light grey-green leaves.
- WEIGHT: 1½ lbs.
- SEASON: winter and spring.

ACACIA AND EUCALYPTUS SECTION



Eucalyptus

Two Varieties:
ROUND and **SPRAL**

- AVERAGE LENGTH OF BRANCH: 30 to 36 inches
- WEIGHT PER BUNCH: 2 pounds
- LEAVES: round or spiral, approximately $1\frac{1}{2} \times 1\frac{1}{2}$ inches in length and width
- COLOR: soft greyish-green
- SEASON: from September to the end of April

FOLIAGE:

Magnolia Leaves

Euonymous

Pittosporium

Camellia Foliage

English Laurel

Scotch Broom

Woodwardia

ACACIA AND EUCA LYPTUS

HEATHER:

We hope that this limited guide aids you in selecting a wider variety of Decorative Greens. We list any new varieties in our monthly circulars with current prices.

If we may be of help in selecting your greens, please consider us as your headquarters for decorative greens as well as cut flowers.

For special decorations, such as: conventions, halls, lobbies of hotels, offices, weddings, opening of new establishments, banquets and whenever greens are ever needed, let us help you. And, since there are special shipping rates for greens we will ship at the lowest possible transportation rates.

Melanthera

French

Orchid Bell

Regermina